

Market Has Able Selling Force

Big Four at Roanoke - Dixie and Carolina Warehouses

Four Proprietors Are Ranked With Leading Tobacconists in State

Warehousemen Are Well Known To The Farmers Of Section

Warehousemen Possess Every Qualification For Running a Market

Returning to the helm at the old reliable Roanoke-Dixie and New Carolina Warehouses, Messrs. S. Claud Griffin, Sylvester B. Lilley, Johnny Gurkin and Jimmy Taylor, proprietors, assure Williamston a lively tobacco market during the season now at hand. They regret that their old partner, Mr. Arlie Belch, will not be directly connected with them, failing health forcing him to forego his active duties as a partner of the firm.

Their long years of experience coupled with the services of an able warehouse force enables them this season to again continue a dependable service to the tobacco farmers of Eastern North Carolina. The record of the firm in years gone by stands out in bold relief as one of service and smooth operation. There is no confusion and uncertainty for the farmer when he drives in the firm's warehouses, for he knows that the Griffin-Lilley-Gurkin-Taylor organization has seen to it that the business of unloading, weighing and floor placements have been arranged and placed in the hands of able assistants. And then there is satisfaction to be had when the strong selling force moves into action behind Auctioneer Jackie Taylor. The farmer knows that when the selling force turns loose a pile of tobacco, the price stands at the top of the market. There is a great deal of uncertainty in raising a tobacco crop such as that caused by the dry weather this past growing season, but uncertainty ends and action after a patterned fashion follows when the selling organization of these two combined houses starts down the long aisles to work long and hard for the customer.

These men do not promise the impossible, but they do promise the best that human talent can offer when it comes to the advantageous marketing and selling of the golden leaf. They know tobacco and they know their business. They know how to get the high dollar for every pile of tobacco, and time has well proved that they back their knowledge.

In these two big houses, the farmer finds the proprietors working every minute for him. Each of the four proprietors values the friendship of everyone, and they go to the very limit to maintain a strong and lasting friendship.

It is beyond the power of any warehouseman here or on any market in the world to sell tobacco far above the market price, but when it comes to selling tobacco at the top market price these men have few equals. Bidding is lively at all times on their floors. They just know what they are doing and they have the gift and power to get it done without delay. There's no confusion on their floors because these men clear the obstacles in advance. Their training and experience enable them to iron out obstacles before they percentage ratio that will stand up let's go when these men start a sale.

Each year, Messrs. Griffin, Lilley, Gurkin and Taylor have enjoyed an increasing patronage, and while the short crop this season is certain to be reflected in the total sales, these men can be expected to maintain a percentage ratio that will stand up with any advanced by other houses or markets in this or any other belt.

The proprietors have employed an able floor and office force, a group of men who are experienced in the business and who stand ready to welcome and offer an efficient service to every patron. They are recognized fixtures in the successful operation of Williamston's tobacco market, and they stand ready to welcome old customers and new friends to Williamston this season.

Make your plans to visit the Roanoke-Dixie and Carolina Warehouses in Williamston this season when a sale is in progress and learn first hand why it is advantageous for farmers to sell tobacco in these two houses.

The proprietors are well-known in this section. They have lived, worked and associated with other leaders in the advancement of the various phases of community life in this county. They are not strangers among farmers, for they are closely associated with the land and its problems. They stand ready at any and all times to cooperate with their patrons in the mutual advancements of everyone. Come to Williamston to see these men; they will welcome you and work for you.

FOOD FOR THOUGHT

A Martin County farmer offered some food for thought some time ago when he related the following story:

"I have been growing tobacco for nearly a quarter of a century. Every pound of tobacco I ever raised was sold on the Williamston Tobacco Market. Today, I own my farm, have some surplus cash and live well." It was in no boasting spirit that the man told the story, but he went on to point out that some of his neighbors had hauled tobacco to the border and traveled all over the country selling tobacco. Most of them made little out of tobacco and quite a few have lost their farms.

First Opening Of Leaf Market Was Eagerly Awaited

Everything Was at White Heat According to Enterprise Editorial in 1902

It must have been a great and exciting time for the several hundred Williamston people when they eagerly awaited the opening of the first tobacco sales here back in August, 1902. According to an old editorial in *The Enterprise* of August 1, that year, everything was almost at white heat. People were guessing how many pounds would be sold, what the price would be.

And while those few hundred souls awaited with interest the opening of the market at that time, it is hardly possible that the interest was any greater than that shown in each successive opening by a people who anxiously look forward to a reward for their long days of toil and hardships through a hot summer. Possibly at this time when war threatens to engulf the world and consumer markets are being cut off, farmers and others vitally interested, are looking forward to the opening of the markets on Tuesday, September 3, with as much interest as was shown at any opening in the past.

It was pointed out in the editorial that the people were united in their efforts to establish a market, and in way of comment it says, "when everybody is interested in and working for the success of anything, their efforts will surely be best."

The editorial as it appeared in *The Enterprise* on August 1, 1902, reads, as follows:

Next Wednesday, August 6th, is the opening day for the Williamston tobacco market. Nearly every man, woman and child, both white and black have been looking forward to this day since last Christmas, and as the day draws nearer the interest and enthusiasm runs higher, till now, only five days before the long-looked-for day shall arrive everything is almost at white heat.

There are all kinds of estimates as to the number of pounds that will be sold the first day, and some (who can't tell whether there are 1,000 acres or 20,000 acres planted in tobacco in the county), will name some amount, the first they think of, and will "Bet" that it will be the amount sold.

The Enterprise is pleased to see this interest manifested, it goes to prove that the people are united in the effort to establish a market, and when everybody is interested in and working for the success of anything, their efforts will surely be best.

Use Of Tobaccos Shows Increase

The records of withdrawals for the year ended November 30, 1939, show that every major type of tobacco product recorded an increase over the previous year, the only decrease recorded being for large cigarettes.

Cigarette withdrawals again established a new all-time peak, totaling 172,325,686,484—an increase of 5.26 per cent over the previous year. The months of June and August, during both of which the withdrawals exceeded sixteen and a half billion cigarettes, were particularly outstanding.

Cigars, too, recorded an increase of 191,732,984, or 3.60 per cent as contrasted with the loss of some 4 per cent suffered in the previous year. The increase, however, was primarily confined to Class A, which constituted about 89.6 per cent of the total cigar withdrawals.

In the case of little cigars, the increase was 4,632,915, or 2.98 per cent; while large cigarettes, as already indicated, suffered a loss of 214,784, or 7.12 per cent.

BIG FOUR AT THE BIG TWO WAREHOUSES



Numbered among the leading citizens of this county and recognized as able tobacconists and warehousemen, Messrs. S. Claud Griffin, Sylvester B. Lilley, Johnny Gurkin and Jimmy B. Taylor, (left to right), are ready at the Roanoke-Dixie and New Carolina Warehouses in Williamston for the opening sales on Tuesday, Sept. 3. These men are well-known by farmers throughout Eastern North Carolina where they have built a reputation as one of the hardest working sets of warehousemen in the country. They are returning to the helm at the two big warehouses.

Sales Force Made Up of Experienced Judges Of Tobacco

Operators Are Recognized As Most Able in the Business

The Williamston Tobacco Market has one of the strongest sales forces in the belt, the seven proprietors having spent long years in the tobacco business as it relates to cultivation, curing, marketing and selling. Their past services combined into one record would constitute more than a century in the business, the experience gained over this long period enabling them to sell tobacco to the very best advantage possible.

The ability to judge tobacco and hold every pile of tobacco to the top market price is recognized as a trait that was born and bred in the market's seven proprietors, Messrs. Griffin, Gurkin, Lilley and Taylor, and Moye, Evans and Barnhill.

These men aren't given to boasting, but they invite you to see them in action.



FARMERS, PATRONIZE THE --

Williamston Tobacco Market

IT IS CONVENIENT — HAS FINE WAREHOUSEMEN AND EXCELLENT BUYERS. THEY WILL APPRECIATE YOUR BUSINESS SELL IN WILLIAMSTON.

FURNITURE

Since we began business in Williamston, a quarter of a century ago, it has been our happy privilege and pleasure to furnish thousands of homes in Martin and adjoining counties. It has always been our policy to give our customers quality furniture at the lowest possible price. In this way, we have maintained our customers and friends and created new contacts which have been profitable and pleasant. We trust we may have the pleasure of serving you for the next quarter of a century and we thank everyone, who has, to any extent, made this business possible.

Our Record in Williamston 1914 to 1940

We hope you will come in to see us when selling tobacco in Williamston this fall. Our stock is new and large enough to make selections regardless of the type or make of furniture. Our prices are most reasonable and we sell either for cash or credit.

LIVING ROOM SUITES - BEDROOM SUITES - DINING ROOM SUITES - R. C. A. RADIOS - OFFICE AND PORCH FURNITURE - RUGS - BREAKFAST ROOM SUITES - REFRIGERATORS AND MANY OTHER USEFUL ITEMS.

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